announced as yet though the cotton crop has started coming into the market;

(b) whether the Government of India are aware that the cotton growers are compelled to sell their produce at a very low rate to the big traders while the Cotton Corporation of India is yet to enter the market; and

(c) if so, what are the details thereof and what steps Government propose to take in this regard?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND COOPERATION (SHRI YOGENDRA MAKWANA): (a) No, Sir. The Government has already announced the support prices for basic varieties of cotton for 1985-86 season.

(b) and (c) The Cotton Corporation of India has already entered the market to make purchases of cotton. Till 16-11-85, the Corporation's purchases had totalled 66,508 bales of cotton, which is higher than the 63,039 bales it had purchased during the corresponding period in the previous season. In Maharashtra where cotton is purchased by the Maharashtra State Cooperative Cotton Growers Marketing Federation under its monopoly procurement scheme the Federation had already procured — about 14,000 bales of cotton upto 14-10-85 in the current season, which was about twice the amount procured during the corresponding period in the previous season.

DAVP advertisements to magazines and newspapers in Gujarat

824. SHRI RAMSINGHBHAI PATALIYABHAI RATHVAKOLI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that DAVP advertisements have been issued to magazines and news papers published during the period from 1st January, 1985 to 31st October, 1985 from Gujarat;

(b) if so, the names and details of such papers;

(c) what is the criteria, rules and regulations for the grant and issue of DAVP advertisements;

(d) the amount of DAVP advertisements which have been given to these papers and magazines during the above period and

(e) what is the rate at which DAVP advertisements are given at present and what was the rate during 1982, 1983 and 1984?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a), (b) and (d) The requisite information is being collected and will be laid on the Table of the House in due course.

(c) Government advertisements are issued to newspapers strictly in accordance with the Advertising Policy of the Government of India, copy enclosed. (*See below*).

(e) Government advertisements are offered to newspapers in accordance with the approved Rate Structure. The rates vary among various categories of newspapers. While these rates remained unchanged during the years 1982, 1983 and 1984, the same have been revised upward by 30 per cent with effect from 1st September, 1985.

MINISTRY OF INFORMATION & BROADCASTING

(Advertising Policy of the Government of India)

'A' Preamble:

1. The Directorate of Advertising & Visual Publicity places advertisements in various newspapers/journals on behalf of vaious Ministries and Departments of the Government of India. A number of autonomous bodies and

public sector enterprises channelise their advertising through the DAVP.

2. The primary objective of Government advertising is to secure widest possible coverage through newspapers which circulate news or comments on current affairs and standard journals on science, art, literature, sports, films, cultural affairs etc. While giving advertisements, political affiliations or editorial policies of the publication concerned are not taken into account. However, advertisements would not be issued to newspapers, journals which incite or tend to incite communal passions, preach violence, offend the sovereignity and integrity of India or socially accepted norms of public decency and morals.

'B' Policy Guidelines:

1. Keeping in view Government policy, publicity requirements and availability of funds, a balanced and equitable placing of advertisements is aimed at. Government advertisements are not intended to be a measure of financial assistance to newspapers/journals. In pursuance of broad social objectives of the Government, and in order to achieve parity of rate between various categories of newspapers appropriate weightage consideration may be given to:—

(a) Small and Medium Newspapers|journals;

(b) Specialised scientific and technical journals;

(c) Language newspapers/journals; and

(d) Newspapers | Journals published especially in backward remote and border areas.

2. Small Medium and Big, newspapers/Journals are categorised as under:

(a) Small: Upto a circulation of 15,000 copies per issue.

(b) Medium: Circulation between 15,000 and 50,000 copies per issue.

(c) Big: Circulation above 50,000 copies per issue.

3. In selecting newspapers/publications for placing Government advertisements the following consideration may be taken into account.

(a) Coverage of readership from different walks of life, particularly in case of national campaigns.

(b) Reaching specific sections of people depending upon the message to be conveyed. Small and Medium Newspapers will get major consideration in motivational|educative campaigns.

(c) Any other category of Newspapers/journals /publications which Government may consider from time to time appropriate for bonafide reasons.

(d) House journals, house magazins and souveniers will not ordinarily be used for government advertisements.

4. The DAVP will use newspapers|journals with a minimum paid circulation of not less than 1,000 copies Relaxations however may be made in the case of the following:—

(a) Specialised/scientific/technical journals with a paid circulation if 500 copies per issue.

(b) Sanskrit newspapers|journals and newspapers|journals published in backward border or remote areas or in tribal languages or primarily meant for tribal readers and those published from J&K with a minimum paid circulation of 500 copies per issue.

5. Newspapers|Journals should have an uninterrupted and regular publication for a period of not less than four months and should comply with the provisions of press & registration of Books Act, 1867 before they qualify for consideration for placing government advertisements. For quarterly journals, they have to bring out at least two issues before they are considered.

6. Newspapers|Journals should have the following minimum print area to be acceptable for government advertising:—

Periodicity	Print area not less than
Dailies . . .	760 std. Col. cms.
Weeklies & Fortnightlies	480 std. Col. cms.
Monthlies & other pariodicals	960 std.Col. cms.

Exceptions might be made in the case of newspapers/journals published in tribal language or primarily for tribal readership.

7. Circulation of all newspapers/journals should be certified by a Chartered Accountant or by a Professional and reputed accounts body or institution. Newspapers having a circulation upto 2,000 copies per issue are, however exempted from this requirement. The circulation figures, if found incorrect at any time, will render the papers/journals ineligible for advertisements, besides any other action which government may deem appropriate.

'C' Advertisement Rates:

The rate structure for government advertisements will be worked out by DAVP on the basis of the principles enunciated above. The DAVP will enter into appropriate rate contracts with individual newspapers/journals.

Application for publishing newspapers magazines etc.

825. SHRI RAMSINGHBHAI PATALIYABHAI RATHVAKOLI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a number of applications for publishing and starting daily news papers, weeklies, monthlies etc. have been received from Saurashtra-Kutch and Gujarat during the 1st January, 1984 to 30th October, 1985;

(b) if so, the details thereof;

(c) the number of such newspapers given permission and registration during the above period;

(d) the number of applications rejected;

(e) the reasons therefor;

(f) what are the criteria, rules and regulations for grant of permission and registration; and

(g) the time by when the final decision will be taken to grant permission and registration to the pending cases?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a) to (d) The requisite information is being compiled and shall be laid on the Table of the the House in due course.

(e) and (f) Verification of titles and issue of registration number for publication of newspapers is done by the Registrar of Newspapers for India strictly in accordance with the provisions contained in Sections 5 & 6 and 19C of the Press and Registration of books Act, 1867. Application which do not fulfil these requirements are rejected.

(g) While applications for granting registration number are disposed of as soon as the requirements of the PRB Act are complied with it is the endeavour of Registrar of Newspapers